

SNOO Corporate Rental Program



SNOO is “the must-have family-friendly employee benefit!” — **Bloomberg**



What's SNOO?

SNOO Smart Sleeper is the world's safest, most advanced baby bed. It solves the #1 new parent struggle: Exhaustion. SNOO rocks & shushes all night quickly calming crying and adding 1-2+ hours to a baby's sleep.

SNOO is a 24/7 caregiver...for the cost of a coffee!

How & Why SNOO Helps



Boosts Sleep

Adds 1-2+ hours of sleep per night*



Extra Set of Hands

Like a nanny... helps soothe the baby all naps/all nights!



Sleep Reports

Daily sleep logs & fun tips from Dr. Karp on SNOO's app



Peace of Mind

Keeps babies safely on the back...100M+ hours of safe sleep in SNOO to date!*

SNOO was created by America's #1 pediatrician, Dr. Harvey Karp, author of the *The Happiest Baby on the Block*, and creator of the legendary 5S's.

*Study of infants sleeping in SNOO for 6 month (n= 10,154; p<0.0005)

“SNOO is by far the best parental benefit we've ever offered. The feedback is phenomenal!”

- Rahab Hammad, Benefits Manager
Snap Inc.

“Employees are absolutely crazy about it! It's been an amazing game changer!”

- Milt Ezzard, VP of Global Benefits
ACTIVISION.

“Our 2-month-old sleeps soundly in SNOO every night and we sleep better than I ever expected with a newborn!”

- Heather Thorne, Director and Chief of Staff, Hardware
Google

Cost of Sleep Deprivation



Immediate Employers' ROI

- Greater retention
- Higher job performance
- Lower errors & absenteeism
- Reduced health costs

Huge Support for Parents

- Higher productivity
- 1-2+ extra hours of sleep
- A “virtual” 24/7 nanny
- Less stress

SNOO also reduces the risk of exposure to COVID-19. It cuts down the need for outside helpers who may carry the virus and adds sleep to boost parents' immune response.

Long-Term Benefit

Babies wake less and learn to be great sleepers. That means healthier, more rested employees. Your teammates will thank you for it!

- 62%** New parents reporting their #1 challenge is exhaustion²
- 34%** Women leaving their job after childbirth³
- 33%** Of salary: cost of replacing a worker⁴
- 50%** Babies waking up 2 times/night at 6 months⁶
- 50%** Sleeping <6 hrs/night makes parents similar to drunk⁵



Increased health and disability costs

With a new baby, exhaustion is not just a nuisance, it triggers serious health problems:

- Marital stress
- Postpartum anxiety and depression
- Infant sleep death (SIDS)
- Obesity
- Excessive ER visits/medication
- Car and workplace accidents

SNOO Offers Special Help with PPD

Postpartum depression/anxiety affects 1 in 5 women, and 25% of men whose partners have PPD.⁷ University hospital studies are beginning to show that SNOO helps prevent and treat PPD.

"I've seen mothers with PPD benefit tremendously from SNOO."

- Nataly Cohen, LCSW. UCLA PPD Program

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"My most recent PPD patient said SNOO saved her from the depths of her depression."

— Alison Reminick, MD, Director, UCSD PPD clinic



SNOO Corporate Rental Program

We make it easy:

- No upfront costs & minimum spend required
- Dedicated website & assets
- Customized marketing & promotion materials to support launch
- 7 day/week customer care & free sleep consultations
- Free shipping & handling

Special Discounted Rate

\$3.80/Day

Includes a **free gift**: 2 organic cotton swaddles & a fitted sheet (a value of \$90!)

100% renewal rate among our 50+ clients, even during COVID-19!

Snap Inc.

hulu

ACTIVISION

FULLSCREEN

legalzoom

W W (Formerly Weight Watchers)

W
THE WING

AVNET

News Corp

Cooley

For more information, please email us at corporaterental@happiestbaby.com

1. Kessler et al., Insomnia and the Performance of US Workers, 2011. 2. Baby Center/Happiest Baby, Sleep: More Valued than Time, Money, or Sex, Say New Parents, 2017. 3. Ovia Health, Motherhood in America, 2017. 4. Otto, Avoidable Turnover Costing Employers Big, 2017. 5. Van Dongen et al., The Cumulative Cost of Additional Wakefulness, 2003. 6. Baby Center/Happiest Baby, 2017. 7. Wisner et al., Onset Timing, Thoughts of Self-harm, and Diagnoses in Postpartum Women With Screen-Positive Depression Findings, 2003.